

DVD life Cycle (pre-InterActual)

Approved PM 4/24/02

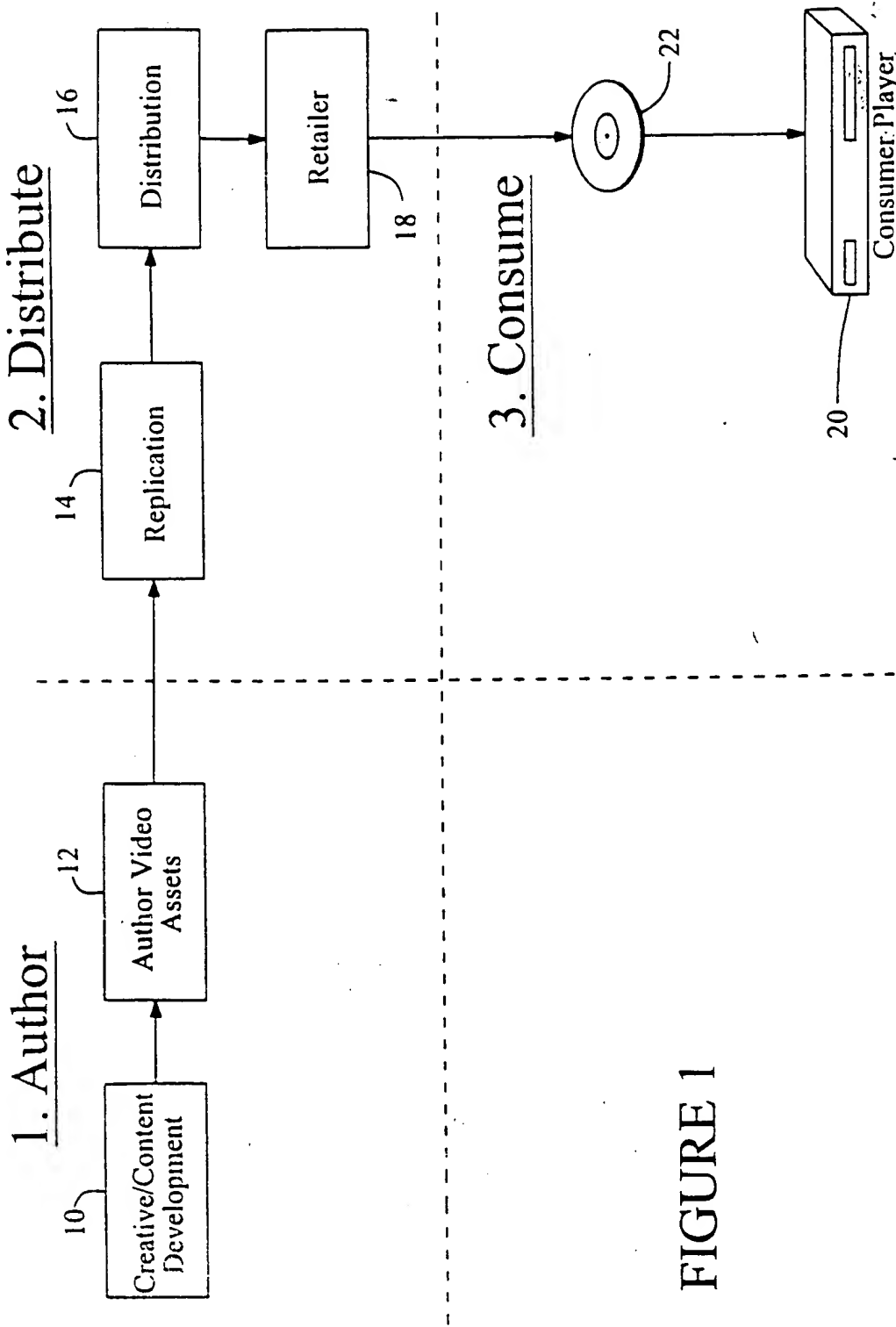
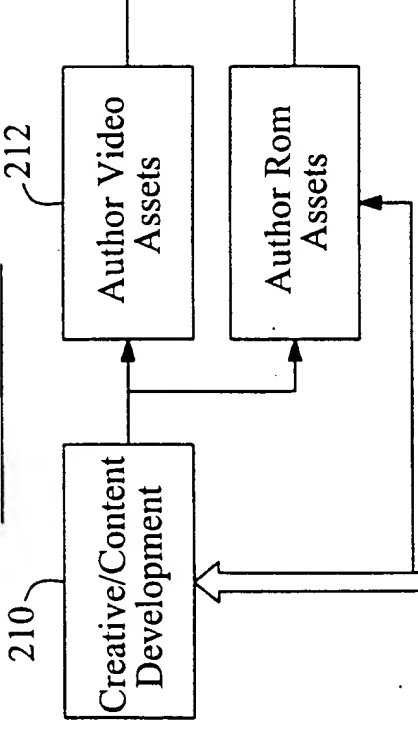


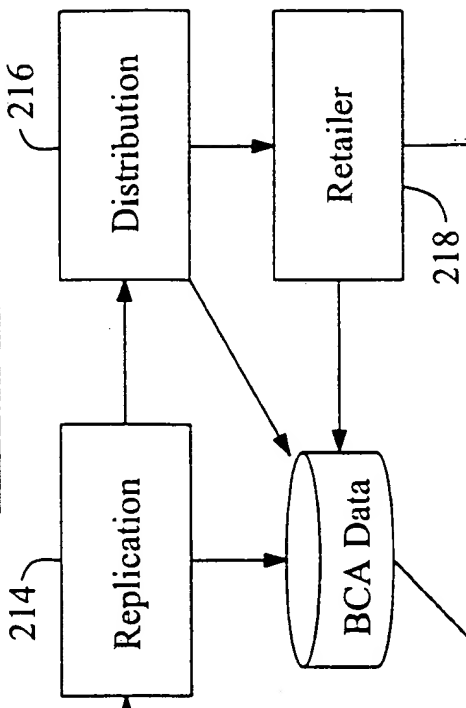
FIGURE 1

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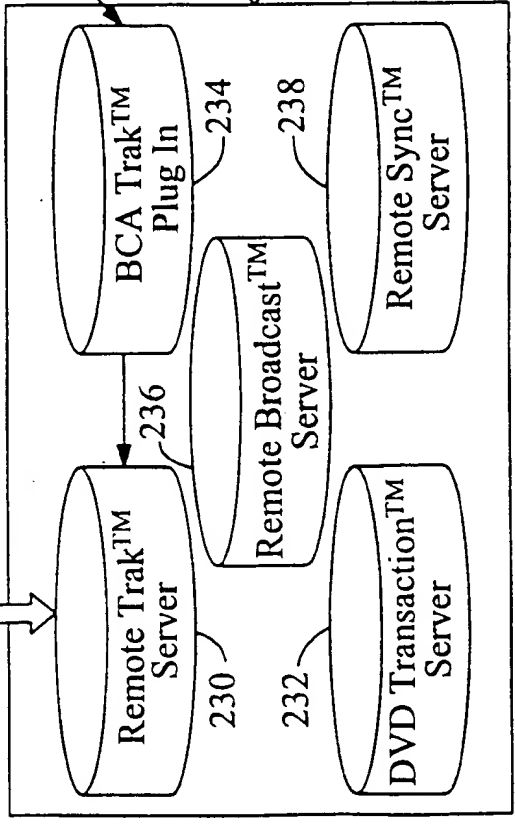
1. Author



2. Distribute



4. Market



3. Consume

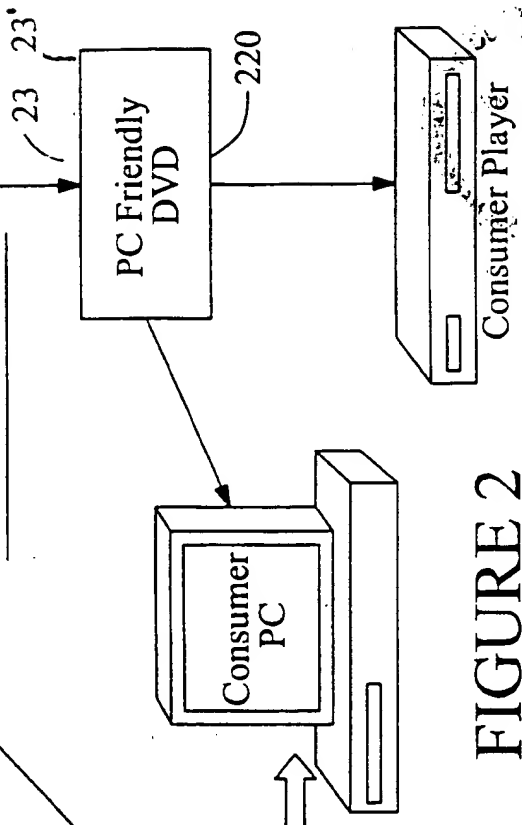


FIGURE 2

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DVD life Cycle (pre-InterActual)

Overview:

- 1) Very similar life cycle to a video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TVs.
- 2) Linear life cycle: No further contact with consumer.

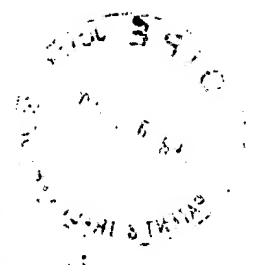
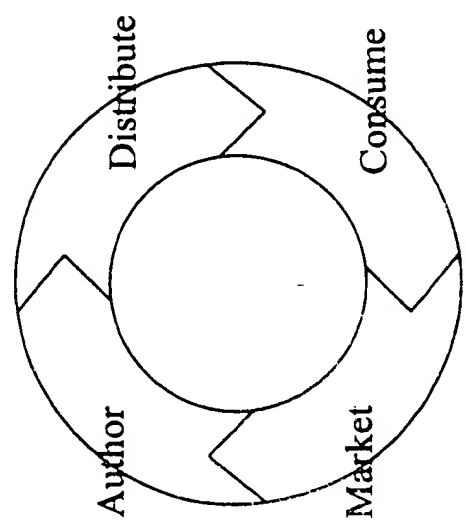


FIGURE 4

DVD life Cycle (w/InterActual's Software)

Overview:

- 1) PC market offers a completely new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one.
- 3) Internet can be used to deliver new content.



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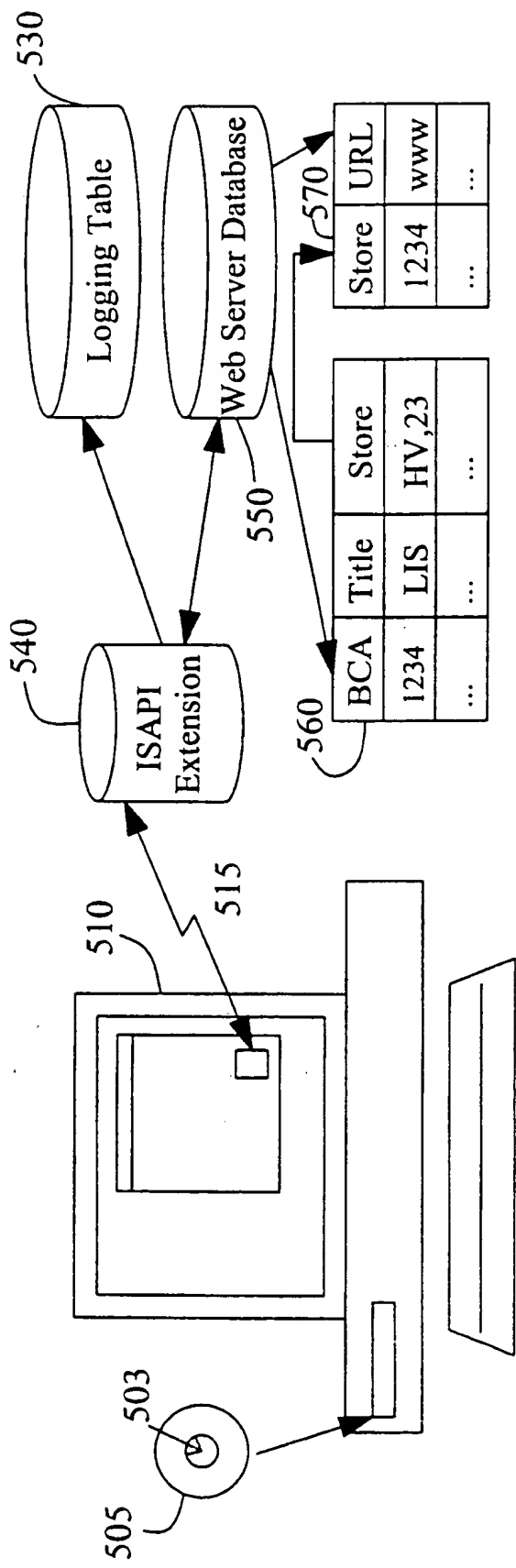


FIGURE 5